

**UNITED STATES AGENCY FOR INTERNATIONAL
DEVELOPMENT**

Enterprise Energy Efficiency (3E)

**IQC Contract # EPP-I-00-03-00004-00
Task Order # 12**

2013-2014 PROJECT WORK PLAN

ATTACHMENT B

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Implemented by:
Advanced Engineering Associates International, Inc. (AEAI)



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**UNITED STATES AGENCY FOR INTERNATIONAL
DEVELOPMENT**

Enterprise Energy Efficiency (3E)

***ATTACHMENT B:
PERFORMANCE-BASED MONITORING PLAN (PBMP)***

May 4, 2010 to May 4, 2014

Zoran Morvaj
Chief of Party

Contract Number
EPP-I-00-03-00004-00

Performance-based monitoring plan

AEAI's proposed performance-based monitoring plan (PBMP) for the 3-E Project, provided on the following pages, shows AEAI's expected results, targets, indicators, and sources of data for the 3E Project. The PBMP ties directly to our detailed Work Plan and Activity Timetable.

| Indicator 1 | TO 1 Support development of initiatives and technologies, KRA 1.3 | | | | | | | |
|---|---|----------|------|------|------|-------------------------------------|--|---|
| Number of pilot projects implemented. | Baseline | 2010 | 2011 | 2012 | 2013 | Total | Unit of Measurement: Number US\$ | |
| | Target | | 5 | 5 | | 10 | | |
| | Percentage of cost share. | Baseline | 2010 | 2011 | 2012 | 2013 | | Method of Data Collection/Calculation: Field operation supervision. Pilot project completion reports. |
| | | Target | | 30% | 30% | | | |
| Indicator Description: Successful installation of energy efficiency measures per pilot project. Percentage of costs funded by USAID, other donors and/or private financing. | | | | | | | | |
| Data Source: Supervision of field activities, project records. | | | | | | Data Quality Issues: N/A. | | |
| Schedule/Frequency of data collection Discrete, at the time of each pilot project completion. | | | | | | Data Analysis Plan : N/A | | |
| Responsible Person: DCOP | | | | | | Report | Date | Responsible Entity |
| | | | | | | Annual | May | 3E team |
| Data Utilization/Dissemination Plan: A fact sheet will be developed on all completed pilot projects and used for awareness, promotion and demand development purposes. The data will be used also for public communication and outreach activities. | | | | | | | | |
| Other Donors: Other donors are also involved in the areas covered (e.g., GTZ ORF-E, EC, UNDP) and their potential involvement will be reported on a case by case basis. | | | | | | | | |
| Comments: It is beyond the Project’s control how many private sector entities apply for EE loans under the DCA facility or from other lending sources. | | | | | | | | |

| Indicator 2 | TO 1 Support development of initiatives and technologies, KRA 1.3 | | | | | | | |
|--|---|------|------|------|------|-------------------------------------|--|---------------------------|
| Energy saved as a result of USG assistance – Standard F indicator. Quantity of greenhouse gas emissions, measured in metric tons CO2 equivalent, reduced or sequestered as a result of USG assistance – Standard F indicator. Amount of costs saved. | Baseline | 2010 | 2011 | 2012 | 2013 | Total | Unit of Measurement: kWh US\$ Method of Data Collection/Calculation: Copies of energy bills. | |
| | Target | | | | | See comments section. | | |
| | Baseline | 2010 | 2011 | 2012 | 2013 | | | |
| | Target | | | | | See comments section. | | |
| | Baseline | 2010 | 2011 | 2012 | 2013 | | | |
| | Target | | | | | See comments section. | | |
| Indicator Description: Quantity of energy saved is defined as difference between pre- and post- project implementation energy use in respected building established by commercial energy bills related to actual amount of energy used. From the quantity of energy saved, depending on the fuel used, the reduction of CO2 will be calculated. Further when the quantity of energy saved is multiplied by actual unit energy costs, the amount of costs saved will be determined. | | | | | | | | |
| Data Source: Energy bills, field operation records. | | | | | | Data Quality Issues: N/A. | | |
| Schedule/Frequency of data collection Monthly bills will be collected, but the indicator value will be determined on annual basis. No. of buildings counted from field operation records. | | | | | | Data Analysis Plan : N/A | | |
| Responsible Person: DCOP | | | | | | Report | Date | Responsible Entity |
| | | | | | | Annual | May | 3E team |
| Data Utilization/Dissemination Plan: A fact sheet will be developed on all completed pilot projects and used for awareness, promotion and demand development purposes. The data will be used also for public communication and outreach activities. | | | | | | | | |
| Other Donors: Other donors are also involved in the areas covered (e.g., GTZ ORF-E, EC, UNDP) and their potential involvement will be reported on a case by case basis. | | | | | | | | |
| Comments: Aggregated targets can not be established because actual project sites are not known at the time of submission of the Plan. 3E will report on this indicator. | | | | | | | | |

| Indicator 3 | | TO 1 Support development of initiatives and technologies, KRA 1 and KRA 2. | | | | | | |
|---|----------|--|------|------|------|-------------------------------------|---|---------------------------|
| Number of technical and financial analyses. Number of bankable project proposals. Number of presentations to lenders. (Amount of private financing mobilized with a DCA guarantee - Standard F indicator) | Baseline | 2010 | 2011 | 2012 | 2013 | Total | Unit of Measurement: Number US\$ | |
| | Target | 3 | 27 | | | 30 | | |
| | Baseline | 2010 | 2011 | 2012 | 2013 | | Method of Data Collection/Calculation: Counting | |
| | Target | 1 | 9 | | | 10 | | |
| | Baseline | | | | | See comments section. | | |
| | Target | | | | | | | |
| Indicator Description: Preparation of technical and financial analyses, bankable project proposals and presentations for banks is a necessary prerequisite for approaching a bank for EE project financing. | | | | | | | | |
| Data Source: Project records. | | | | | | Data Quality Issues: N/A. | | |
| Schedule/Frequency of data collection Discrete, at the time of each report completion. | | | | | | Data Analysis Plan : N/A | | |
| Responsible Person: DCOP | | | | | | Report | Date | Responsible Entity |
| | | | | | | Annual | May | 3E team |
| Data Utilization/Dissemination Plan: A fact sheet will be developed on all completed pilot projects and used for awareness, promotion and demand development purposes. The data will be used also for public communication and outreach activities. | | | | | | | | |
| Other Donors: Other donors are also involved in the areas covered (e.g., GTZ ORF-E, EC, UNDP) and their potential involvement will be reported on a case by case basis. | | | | | | | | |
| Comments: Please note that the 3E project does not have the mandate to support the DCA facility other then through information dissemination. It is beyond the Project’s control how many private sector entities apply for EE loans under the DCA facility or from other lending sources. At this early stage in the project, the target for number of presentations to lenders is unknown; however, 3E will report on this indicator. | | | | | | | | |

| Indicator 4 | | TO 1 Support development of initiatives and technologies, KRA 2.2 and KRA 3. | | | | | | |
|---|----------|--|------|------|------|------------------------------|--|--------------------|
| Number of bank staff who have passed through energy efficiency project financing training. (Number of people receiving USG supported training in technical energy fields – Standard F indicator) | Baseline | 2010 | 2011 | 2012 | 2013 | Total | Unit of Measurement: Number Method of Data Collection/Calculation: Counting | |
| | Target | 10 | | | | 10 | | |
| Indicator Description: EE projects are specific for bankers because return on investments does not come from sales but from reduced expenditure on energy. Therefore explaining these specifics to a number of bank staff is important for increasing the bank’s confidence and competence for lending to EE projects. | | | | | | | | |
| Data Source: From the project records. | | | | | | Data Quality Issues: N/A. | | |
| Schedule/Frequency of data collection Discrete, at the time of each training completion. | | | | | | Data Analysis Plan : N/A | | |
| Responsible Person: DCOP | | | | | | Report | Date | Responsible Entity |
| | | | | | | Annual | May | 3E team |
| Data Utilization/Dissemination Plan: Might be prepared at a later stage, depending also on participating bank’s views. The data may be used also for public communication and outreach activities. | | | | | | | | |
| Other Donors: Other donors are also involved in the areas covered (e.g., GTZ ORF-E, EC, UNDP) and their potential involvement will be reported on a case by case basis. | | | | | | | | |
| Comments: | | | | | | | | |

| Indicator 5 | | TO 2 Increase public and private sector capacity, KRA 1 | | | | | | |
|---|----------|---|------|------|------|-------------------------------------|--|---------------------------|
| | | | | | | | | |
| Number of public sector counterparts trained on the benefits of energy management (Number of people receiving USG supported training in energy related business systems - Standard F indicator). | Baseline | 2010 | 2011 | 2012 | 2013 | Total | Unit of Measurement: Number Method of Data Collection/Calculation: Counting | |
| | Target | 5 | 5 | 5 | 5 | 20 | | |
| Indicator Description: Level of awareness on EE potential is generally low, and particularly so among non-technical staff mostly, employed in public sector. Understanding of EE potentials is a prerequisite for increasing demand for EE products and services, thus creating business opportunities for private sector involvement in realization of EE projects. Municipalities participating in the Covenant of Mayors are obliged to set CO2 reduction targets, prepare Sustainable Energy Action Plans and perform other related activities. | | | | | | | | |
| Data Source: From the project records. | | | | | | Data Quality Issues: N/A. | | |
| Schedule/Frequency of data collection Discrete, at the time of each pilot project completion. | | | | | | Data Analysis Plan : N/A | | |
| Responsible Person: DCOP | | | | | | Report | Date | Responsible Entity |
| | | | | | | Annual | May | 3E team |
| Data Utilization/Dissemination Plan: The data will be used also for public communication and outreach activities. | | | | | | | | |
| Other Donors: Other donors are also involved in the areas covered (e.g., GTZ ORF-E, EC, UNDP) and their potential involvement will be reported on a case by case basis. | | | | | | | | |
| Comments: | | | | | | | | |

| Indicator 6 | TO 2 Increase public and private sector capacity, KRA 2 | | | | | | | |
|--|---|------|------|------|------|-------------------------------------|--|---------------------------|
| Number of SMEs trained on energy management, technical energy fields, and development of bankable project proposals (Number of people receiving USG supported training in technical energy fields - Standard F indicator). | Baseline | 2010 | 2011 | 2012 | 2013 | Total | Unit of Measurement: Number Method of Data Collection/Calculation: Counting | |
| | Target | 15 | 15 | 15 | 5 | 50 | | |
| Indicator Description: The ability to prepare a good EE project proposal hinges on understanding of energy management concepts on the one hand and banks’ requirements on the other. It is also a prerequisite for eventual realization of EE projects. Adequate capacity of SMEs is therefore a critical precondition for implementing EE programs. | | | | | | | | |
| Data Source: From the project records. | | | | | | Data Quality Issues: N/A. | | |
| Schedule/Frequency of data collection Discrete, at the time of each pilot project completion. | | | | | | Data Analysis Plan : N/A | | |
| Responsible Person: DCOP | | | | | | Report | Date | Responsible Entity |
| | | | | | | Annual | May | 3E team |
| Data Utilization/Dissemination Plan: The data will be used also for public communication and outreach activities. | | | | | | | | |
| Other Donors: Other donors are also involved in the areas covered (e.g. GTZ ORF-E, EC, UNDP) and their potential involvement will be reported on a case by case basis. | | | | | | | | |
| Comments: | | | | | | | | |

| Indicator 7 | | TO 3 Raise public awareness | | | | | | |
|--|----------|-----------------------------|------|------|------|------------------------------|--|--------------------|
| | | | | | | | | |
| Number of EE project applications received as a result of information dissemination. | Baseline | 2010 | 2011 | 2012 | 2013 | Total | Unit of Measurement: Number Method of Data Collection/Calculation: Counting | |
| | Target | 12 | 18 | | | 30 | | |
| Indicator Description: Potential EE project applicants should react, motivated by project presentation and information received through other project communication channels (i.e., website and media-coverage of project activities). | | | | | | | | |
| Data Source: From the project records. | | | | | | Data Quality Issues: N/A. | | |
| Schedule/Frequency of data collection Discrete, at the time of each annual report completion. | | | | | | Data Analysis Plan : N/A | | |
| Responsible Person: DCOP | | | | | | Report | Date | Responsible Entity |
| | | | | | | Annual | May | 3E team |
| Data Utilization/Dissemination Plan: Number of received applications will be further communicated on project website and through other channels of communication to motivate other potential EE project applicants for more applications. | | | | | | | | |
| Other Donors: | | | | | | | | |
| Comments: | | | | | | | | |

| Indicator 8 | | TO 3 Raise public awareness, KRA 1 | | | | | | |
|---|----------|------------------------------------|------|------|------|------------------------------|---|--------------------|
| | | | | | | | | |
| Number of website hits. | Baseline | 2010 | 2011 | 2012 | 2013 | Total | Unit of Measurement: Number of website visits Method of Data Collection/Calculation: Automatic counter | |
| | Target | 300 | 1200 | 1500 | 1500 | 4500 | | |
| Indicator Description: The 3E website would be the key communication channel, and continues monitoring of number of visits could be indicative of a change in public interest. | | | | | | | | |
| Data Source: Google analytics. | | | | | | Data Quality Issues: N/A. | | |
| Schedule/Frequency of data collection Discrete, at the time of each quarterly report completion. | | | | | | Data Analysis Plan : N/A | | |
| Responsible Person: Public Outreach and Education Specialist. | | | | | | Report | Date | Responsible Entity |
| | | | | | | | | |
| Data Utilization/Dissemination Plan: This will be an indicator of the number of visits to the 3E Project website, indicating the effectiveness of the project outreach measures and allowing for improved information dissemination. | | | | | | | | |
| Other Donors: | | | | | | | | |
| Comments: | | | | | | | | |

| Indicator 9 | | TO3 Raise public awareness, KRA 6.1.1 | | | | | | |
|--|----------|---------------------------------------|------|------|------|-------------------------------------|--|---------------------------|
| | | | | | | | | |
| Number of seminars for chambers of commerce and crafts and consumers associations. | Baseline | 2010 | 2011 | 2012 | 2013 | Total | Unit of Measurement: Number of seminars Method of Data Collection/Calculation: Counting | |
| | Target | 1 | 3 | 6 | 1 | 11 | | |
| Indicator Description: EE measures will benefit citizens and companies because they enable cutting of production costs without significant financial investment and therefore creates extra-profit. The seminars for consumer associations and companies members of commercial chambers will inform them regarding these measures. | | | | | | | | |
| Data Source: From the project records. | | | | | | Data Quality Issues: N/A. | | |
| Schedule/Frequency of data collection Discrete, at the time of each annual report completion. | | | | | | Data Analysis Plan : N/A | | |
| Responsible Person: Public Outreach and Education Specialist. | | | | | | Report | Date | Responsible Entity |
| | | | | | | Annual | May | 3E team |
| Data Utilization/Dissemination Plan: Each seminar will be announced on project website. A report and photographs from each seminar will be published on project website. PDF file of Power Point presentations will be available for download from project website. Information about each seminar will be disseminated to media. | | | | | | | | |
| Other Donors: | | | | | | | | |
| Comments: At this early stage in the project, the target number of people attending presentations is unknown; however, 3E will report on this indicator. | | | | | | | | |

| Indicator 10 | TO 3 Raise public awareness KRA 7 | | | | | | | |
|--|-----------------------------------|------|------|------|------|------------------------------|--|--------------------|
| | | | | | | | | |
| Number of technology providers presenting their solutions. | Baseline | 2010 | 2011 | 2012 | 2013 | Total | Unit of Measurement: Number Method of Data Collection/Calculation: Counting | |
| | Target | 3 | 3 | 2 | 1 | 9 | | |
| Indicator Description: Cooperation with energy-related SMEs should to facilitate presentations on EE products and technologies. At least 3 presenters from different companies per presentation are expected | | | | | | | | |
| Data Source: From the project records. | | | | | | Data Quality Issues: N/A. | | |
| Schedule/Frequency of data collection Discrete, at the time of each report completion. | | | | | | Data Analysis Plan : N/A | | |
| Responsible Person: Public Outreach and Education Specialist. | | | | | | Report | Date | Responsible Entity |
| | | | | | | Annual | May | 3E team |
| Data Utilization/Dissemination Plan: Each presentation will be announced on project website. Report and photographs from each presentation will be published on project website. PDF file of Power Point presentations will be available for download from project website. Information about presentation will be disseminated to media. | | | | | | | | |
| Other Donors: | | | | | | | | |
| Comments: | | | | | | | | |